

ABIR SUNDAY AUGUST 24TH 2025

NOTTING HILL
CARNIVAL

Official Mas Band 2025

LADBROKE GROVE, LONDON W11

NOTTING HILL
CARNIVAL

Official Mas Band 2025

AN ALL INCLUSIVE DUTTY MAS LIKE NO OTHER

abir

we bring the colours...
you bring the life.

ABIR SUNDAY

WELCOMES
YOU TO

DUTTY
PIRATES

LET'S GO FOR A WALK!

MASQUERADERS
NOTTING HILL
CARNIVAL
GUIDE 2025



follow @abirmas
abirmas.com



NOTTING HILL
CARNIVAL®

Official Mas Band 2025

abir®

**we bring the colours..
you bring the life..**

NOTTING HILL
CARNIVAL®

Official Mas Band 2025

A WELCOME MESSAGE FROM TEAM ABIR

Dear ABIR Family,

Welcome to ABIR Sunday 2025 – Dutty Pirates!

On behalf of the entire Team ABIR, we want to thank you for your incredible love and support over the years. None of this would be possible without you.

Every year we push ourselves to raise the bar and deliver the best experience possible. While times change and costs rise, our promise stays the same: Quality. Value. Safety. Vibes.

This Masqueraders Guide will walk you through everything you need to know for Dutty Mas. Some things may look a little different this year—but trust us, the energy, paint, powder, music and vibes will be bigger than ever. Who knows, this might be the start of something even more epic!

At ABIR, we're all about celebrating LIFE through colour, dance, soca music and spreading joy. We can't wait to share the road with you again this year. It's going to be an unforgettable day of pure fun, freedom and carnival spirit.

And always remember...

We Bring The Colours. You Bring The Life.

abir®

**we bring the colours..
you bring the life..**

ABIR SUNDAY 24TH AUGUST 2025
LADBROKE GROVE, LONDON W11

ABIR SUNDAY PACKAGE DISTRIBUTION

FRIDAY 15TH AUGUST • 12NOON - 8:00PM
SATURDAY 16TH AUGUST • 10:00AM - 1:00PM

WEDNESDAY 20TH AUGUST • 12NOON - 8:00PM
THURSDAY 21ST AUGUST • 12NOON - 8:00PM
FRIDAY 22ND AUGUST • 12NOON - 8:00PM
SATURDAY 23RD AUGUST • 10:00AM - 1:00PM



WE WON'T BE ABLE TO EXCHANGE SIZES
AT DISTRIBUTION. YOU'LL RECEIVE THE SIZE YOU'VE ORDERED

UNCOLLECTED PACKAGES WILL BE SOLD ON
SUNDAY 24TH BETWEEN 11:00AM-12:00 NOON

**ABIR SUNDAY 24TH AUGUST 2025
LADBROKE GROVE, LONDON W11**



**WHERE TO MEET
THE BAND?**



**CORNER OF LADBROKE GROVE & LADBROKE GARDENS . LONDON W11
TIME: 10:30AM**



**NEAREST TUBE STATION
HOLLAND PARK AND NOTTING HILL GATE**

Please note we will be capturing photographs and video before and during the event. By attending this event, you grant consent to ABIR to capture and use photographs or video footage containing your likeness for promotional and marketing purposes. This includes but is not limited to, event publications, websites, social media, and other related materials. If you do not wish to be photographed or filmed, please inform the videographer, photographer, or a member of the ABIR Team on the day.

ABIR SUNDAY 24TH AUGUST 2025
LADBROKE GROVE, LONDON W11

abir®

**we bring the colours..
you bring the life..**

**WHAT
TO BRING?**

ABIR RUCKSACK

Please feel free to bring any other items which you think will make your experience on the road more enjoyable such as a pack of pocket tissues, a clean tee shirt or jumper to wear on your journey home. We suggest that you leave your debit and credit cards and your valuables such as expensive jewellery or mobiles at home.

ABIR WRISTBAND

You have been provided with ONE ALL ACCESS/HOSPITALITY wristband. You must wear your wristband at all times as this is one of the identifiers used to show that you are a bona-fide masquerader. It also entitles you to partake in the ABIR Hospitality service. You may be asked to leave the band if you are not wearing the ABIR wristband.

HOSPITALITY CHITS

Your lunch chits must be handed in to the food service personnel, when lunch is being served.
You will not be served, unless you provide the respective lunch chit.

TRAVELLERS MUG

This mug IS YOUR ONLY WAY to get beverage refreshments. PLEASE DO NOT LEAVE IT AT HOME and remember to keep it safe throughout the day.

P.S. Feel free to write on your mug, your drink preference, as it makes it a little easier for our bar staff to serve you faster.

TSHIRT PATTERN CUTTING

With regards to cutting your t-shirt patterns, we encourage you to do this at home if possible, to limit any scissor cuts, due to rushing to cut t-shirts.

ABIR SUNDAY 24TH AUGUST 2025 LADBROKE GROVE, LONDON W11 HOSPITALITY SERVICE



Notting Hill Carnival Ltd. has informed us that we will be held at our meeting point and not allowed to enter the parade before 12:00 NOON. This is to facilitate the Kiddies Carnival morning parade. They appreciated the late departure last year was unacceptable and apologise for this. As soon as we get the okay to move, we move.

TWO HOSPITALITY SERVICE TRUCKS

It's been mentioned that some masqueraders weren't aware we had two hospitality service trucks. Yes we do, with access areas on both sides of each truck. Please NO climbing on the sides of the trucks, especially when they are in motion.

**RUM COCKTAILS POWERED BY
SATCHMO RUM COCKTAILS**



LUNCH

Our lunch service will be served between 2:00PM - 3:30PM and prepared by our 2025 caterer Kavel's Catering.

Please note that during this time, the bar will be closed and only water and non alcoholic beverages will be served

**KAVEL'S
CATERING**
FOLLOW @KAVELSCATERING

We pride ourselves in delivering a high quality product and service. Once again, we do our best to ensure that our hospitality service is at it's highest quality. Fresh delicious jerk chicken & vegetarian meals, served with a smile.

ABIR SUNDAY 24TH AUGUST 2025
LADBROKE GROVE, LONDON W11
ABIR SUNDAY ENTERTAINMENT



YOUR HOSTS





masqbynaitram.com

MASQ x ABIR The Evolution of Mas Has Arrived

From the soul of Barbados to the streets of Notting Hill - the MASQ movement just got bigger

We are proud to announce that MASQ has officially joined the ABIR family, a global collective of creatives, curators, and culture bearers deeply rooted in the Caribbean carnival tradition.

This partnership marks a powerful step forward as we continue to evolve, elevate and expand what it means to “play mas with meaning.”

OUR ROOTS: BARBADOS BORN, CULTURE DRIVEN

MASQ was created to honour the rich cultural tapestry of the Caribbean - particularly the vibrancy, resilience, and joy of Bajan culture. While we're growing beyond our shores, our essence remains firmly grounded in the traditions that shaped us.

We're not just about feathers and beads. We're about storytelling, community, and pure unfiltered vibes. Every step on the road is a celebration of identity, creativity, and freedom.

On Carnival Sunday, MASQ will join ABIR
and take to the streets of Notting Hill with unmatched energy.

THANK YOU FOR JUMPING WITH MASQ

To everyone who signed up, supported, and spread the word — this is your band, your movement, your moment. Let's mash up de road together and show the world what MASQ x ABIR is all about.

See you on the road, Carnival Sunday. Vibes cyah done.

#MASQxABIR | #BajanToDeWorld | #MasWithMeaning | #NottingHillCarnival2025



**NOTTING HILL CARNIVAL 2025 AND ABIR,
WILL AGAIN SHOW OUR RESPECT
AND OBSERVE 72 SECONDS OF SILENCE
ON SUNDAY AT 3:00PM**

**ONE SECOND FOR EACH
LIFE LOST IN THE FIRE**

abir
we bring the colours..
you bring the life..

**NOTTING HILL
CARNIVAL®**

Official Mas Band 2025

Grenfell Tower can be seen from the NHC parade route. Our community was left devastated by the loss of life and trauma of witnessing the disaster. As organisers of NHC we felt it appropriate for the people enjoying Carnival on the streets of a community still reeling from the effects of the fire to remember those who lost their lives, the survivors and the bereaved.

We took our lead from local organisation Grenfell United, who expressed that the local community and all those affected by the Grenfell Tower fire would appreciate our support in creating “brief moments of reflection and respect in the midst of the two days of revelry”. On their request Notting Hill Carnival held a 72 second silence on both days at 3pm; one second for each life lost in the fire.

Grenfell United are a group of survivors and bereaved families of the Grenfell Tower fire, ‘working together for the community and campaigning for safe homes, justice and change’.

For more information on how you can get involved click on the link: grenfellunited.org

THE FOLLOWING PAGES CONTAIN IMPORTANT INFORMATION
WITH REGARDS TO THE NEW RULES THAT
ALL DUTTY MAS BANDS HAVE TO ADHERE TO.

PLEASE READ IN DETAIL
VERY IMPORTANT

NOTTING HILL
CARNIVAL®

Official Mas Band 2025

NOTTING HILL
CARNIVAL®

Official Mas Band 2025

abir

we bring the colours...
you bring the life...

ABIR SUNDAY

WELCOMES
YOU TO

DUTTY
PIRATES

LET'S GO FOR A WALK!



LET THE TREASURE HUNT BEGIN!

ABIR SUNDAY 24TH AUGUST 2025

LADBROKE GROVE, LONDON W11

NOTTING HILL
CARNIVAL®

Official Mas Band 2025

NOTTING HILL
CARNIVAL®

Official Mas Band 2025

PAINT & POWDER

NHCL RULES FOR THE ROAD

As we mentioned in our welcome letter, Dutty Mas 2024 has had some rule amendments. **These amended rules will apply to all Dutty Mas Bands** and we have included them here for your perusal and understanding. These are the rules and to continue to enjoy **ABIR SUNDAY** in this way, we have to follow the **Rules of Participation**.

3. Paint Management

3.1. Paint can only be distributed once the band has moved off from their designated starting point.

3.2. Paint is to be distributed from large, portable vessels such as buckets, carried by members of the band team.

3.3. Paint is to be put onto participating masqueraders by members of the band team only.

3.4. Paint is NOT to be distributed at the following locations:

- (i) From the junction of Elkstone Road and Great Western Road to the junction of Westbourne Park Road and Chepstow Road (judging point).
- (ii) As the trucks are turning any corners.
- (iii) When the band is stationary at their starting point and waiting to set off.
- (iv) After 7pm.

3.5. The following substances are permitted for use:

- (i) Paint: water-based, ready-mixed, non-toxic.
- (ii) Powder: food grade corn flour, rice flour or vegetable starch based, non-toxic, dyed with food-grade colouring.
- (iii) Chocolate: Pure cocoa, mixed with water or chocolate spread, dairy and nut free.
- (iv) Mud: Potters clay.

3.6. The following substances are not permitted for use:

- (i) Oil, oil based nut based products
- (ii) Talcum powder

3.7. Water may only be used for drinking or for cleaning purposes. It must not be sprayed into the air.

4. Mutual Terms and Conditions for Masqueraders

4.1. Masqueraders taking part in Dutty Mas are required to adhere to the following rules:

- (i) You are not permitted to bring your own chocolate, mud, paint, powder or any other substance you intend to use for Dutty Mas into the band to use during the carnival.
- (ii) Chocolate, mud, paint or powder will be distributed by staff members of the band.
- (iii) Chocolate, mud, paint or powder will be distributed after the band has moved off from its designated starting point.

ABIR SUNDAY 24th AUGUST 2025

LADBROKE GROVE, LONDON W11

PAINT & POWDER

NHCL RULES FOR THE ROAD cont'd

As we mentioned in our welcome letter, Dutty Mas 2025 has had some rule amendments. **These amended rules will apply to all Dutty Mas Bands** and we have included them here for your perusal and understanding. These are the rules and to continue to enjoy **ABIR SUNDAY** in this way, we have to follow the **Rules of Participation**.

4. Mutual Terms and Conditions for Masqueraders cont'd

4.1. Masqueraders taking part in Dutty Mas are required to adhere to the following rules:

- (iv) Chocolate, mud, paint or powder must not be thrown or placed on any members of the public, judges, children, police or people who are not part of the band OR any property - public or private.
- (v) No chocolate, mud, paint or powder shall be used between the junctions of Elkstone Road and Great Western Road to the junction of Westbourne Park Road and Chepstow Road (otherwise known as judging point) or whilst the vehicles are turning any corners.
- (vi) Anyone found to be in breach of any of the above rules will have their wristbands removed and be required to leave the band. You will be held personally responsible for any damage you may have caused and if required by the police, your details will be passed on to facilitate any investigation.

SANCTIONS

Any Band that does not adhere to the above rules may be removed from the route and will not be allowed to take part in the following year's Carnival.

abir®

**we bring the colours..
you bring the life..**

**NOTTING HILL
CARNIVAL®**

Official Mas Band 2025

ABIR SUNDAY 24th AUGUST 2025 LADBROKE GROVE, LONDON W11

PAINT & POWDER ABIR SUNDAY RULES FOR THE ROAD

- **NO TALCUM POWDER PLEASE YOU WILL BE EJECTED FROM THE BAND IMMEDIATELY**
- **DO NOT THROW POWDER ON ANYONE THAT IS NOT AN ABIR MASQUERADER**
- **DO NOT THROW POWDER ON ANY MEMBER OF THE METROPOLITAN POLICE SERVICE**
- **DO NOT VANDALISE PRIVATE OR PUBLIC PROPERTY**
- **AND LAST BUT NOT LEAST, DO NOT THROW POWDER AT THE JUDGES OR SPECTATORS IN THE JUDGING ZONE**

All our paint is water based, safe and non toxic. Our powder/gulal (coloured corn starch) is hypoallergenic and safe, however, if you are asthmatic, kindly walk with a face mask or bandana to cover your nose.

Yes we know how much joy throwing paint on each other is, we also enjoy that, but change is always inevitable. Now you know the rules, let's get back to the FUN...

It goes without saying that with these amendments to our road experience, the fine folks at **ABIR SUNDAY HQ** have been concocting an equally enjoyable and exciting **PAINT EXPERIENCE** just for you.

**Welcome to the
ABIR SUNDAY PAINT ZONES!**

**THE ONLY PLACE PAINT WILL BE USED.
THESE PAINT ZONES WILL BE VERY DUTTY
SO BE READY TO BE COVERED IN PAINT, POWDER & JOY**

abir®

we bring the colours...
you bring the life.

NOTTING HILL
CARNIVAL™

Official Mas Band 2025



CARIBBEAN
ORIGINAL

Carib®

Satchmo

RUM COCKTAIL



Talk4 Telecoms

abirmas.com

follow @abirmas

smile more

abir®

we bring the colours...
you bring the life.



everyone's welcome...